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UNITED STATES DEPARTMENT OF AGRICULTURE  
and  
SOUTHERN STATE AGRICULTURAL COLLEGES  
Cooperating.

PROGRAM FOR OUTLOOK CONFERENCE, SOUTHERN STATES

Henry Grady Hotel, Atlanta, Georgia

November 8 - 11, 1932.

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U. S. Department of Agriculture

November 8-Tuesday

Forenoon

Session Chairman, . . . . . C. W. Warburton,  
Extension Service.

8:30 A.M. Registration, announcements, etc.

9:00 Demand for Agricultural Products (Including Business  
Situation) . . . . . L. H. Bean, B.A.E.

Discussion . . . . . M. J. B. Ezekial,  
Federal Farm Board

10:30 What to emphasize in an Outlook Discussion of the Business  
Situation in 1932-33 . . . . . C. E. Brehm, Tenn.

11:00 The Agricultural Credit Situation . . . . . N. J. Wall, B.A.E.  
(Including statement of policies and programs  
of R. F. C., Crop Production loans, etc.) C. W. Warburton,  
Ext. Service.

12:00 M. Adjustments in Credit Situation in Southern States.  
Discussion led by Agricultural Credit Committee, B. M. Gile, Chairman.

1:00 P.M. Luncheon . . . . . J. Phil Campbell, Toastmaster  
Speaker: Carl Williams, Federal Farm Board.

Afternoon and Evening

Outlook committee meetings on topics listed.-The committees  
will consider material made available by the Bureau of Agricultural  
Economics together with that assembled by members of the States  
committees and formulate such supplementary reports as may be desira-  
ble. These reports, together with those of the Bureau will be discussed  
before the Conference as outlined.

Committees: The personnel of these committees appears at the end of  
this program:

Agricultural Credit	Cotton
Tobacco	Poultry
Fruits	Dairy
Truck Crops including potatoes	Hogs, Beef Cattle and Sheep
Rice*	Feed Crops*
Sugar*	Farm Labor, Equipment & Fert.*
Outlook Extension Program	Outlook Research Program

\*Will be prepared, distributed and discussed in committees but not before  
the Conference.

November 9-Wednesday

Forenoon

Session Chairman . . . . . Eric Englund, B.A.E.  
9:00 A. M. Cotton Situation and Outlook . . . . . Lawrence Myers, B.A.E.  
L. D. Howell, B.A.E.  
10:00 Adjustments in Cotton Farming -  
(a) Eastern Cotton area . . . . . Kenneth Treanor, Ga.  
(b) Central Cotton area . . . . . E. L. Langsford, B.A.E.  
(c) Western cotton area . . . . . P. J. Nelson, Okla.  
11:00 General discussion: Opened by C. F. Sarle, Federal Farm Board  
11:30 to  
12:00 M. What to emphasize in Cotton Outlook . . . . . D. W. Watkins, S. C.

Afternoon

Session Chairman . . . . . Eric Englund, B.A.E.  
1:00 P. M. Tobacco Situation and Outlook . . . . . W. G. Finn, B.A.E.  
1:45 What to emphasize in the Tobacco Outlook . . . . . J. R. Hutcheson, Va.  
J. T. Lazar, S. Car.  
J. C. McAmis, Tenn.  
2:45 Truck Crop and Potato Situation and Outlook A. E. Mercker,  
Ext. Service.  
3:45 to  
5:00 What to emphasize in truck crop and potato  
Outlook . . . . . H. N. Young, Va.  
A. L. Jerdan, Tenn.  
H. G. Clayton, Fla.

Evening

Session Chairman . . . . . Eric Englund, B.A.E.  
8:00 P. M. Dairy Situation and Outlook (including feeds) C. L. Holmes, B.A.E.  
9:00 to  
10:00 What to emphasize in Dairy Outlook-  
(a) Western Cotton area . . . . . H. A. Graham, Okla.  
(b) Central Cotton area . . . . . T. L. Gaston, Miss.  
(c) Eastern Cotton area . . . . . F. W. Fitch, Ga.

November 10-Thursday

Forenoon

Session Chairman . . . . . Eric Englund, B.A.E.

9:00 A.M. The Hog, Beef Cattle and Sheep Situation and Outlook (Including Feeds) . . . . . C. A. Burmeister, B.A.E.

The Poultry Situation and Outlook (Including Feeds) C. L. Holmes, B.A.E.

10:45 Livestock Adjustment in the Southern States E. H. Reed, Ark.  
O. M. Clark, S.C.

11:30 to 12:00 What to emphasize in the Livestock Outlook C. A. Sheffield, N.C.  
F. W. Bennett, Ga.

Afternoon

Session Chairman . . . . . Eric Englund, B.A.E.

1:00 P.M. Fruit Crop Situation and Outlook . . . . . J. W. Park, B.A.E.

2:00 What to emphasize in Fruit Outlook . . . . . J. F. Criswell, N. C.

3:00 to 4:30 General Summary of Readjustments in Farming  
in the South . . . . . C. L. Holmes, B.A.E.

Discussion: Led by J. D. Pope, Alabama; P. H. Stephens, Okla.

Evening

Session Chairman . . . . . G. W. Forstar, N. C.

8:00 P.M. No formal meeting scheduled. Evening open for informal discussion of readjustments of farming in the South, and related topics as members of the conference may desire.

November 11-Friday

Forenoon

Session Chairman, . . . . . H. M. Dixon, Extension Service.

9:00 A. M. Round table on Outlook Extension Methods  
Emphasizing New Developments in such  
Activities as:

- (a) Publications
- (b) Meetings
- (c) Press and Radio
- (d) Economic Background Training
- (e) Use of Outlook by Production Specialists
- (f) County Economic Committees and Conferences.

Discussion to be led by Outlook Extension Program Committee.

11:00 to . . . . .

12:30 Farm Management Methods Round Table

Farm Accounting - Discussion leaders . . . F. W. Brumley, Fla.  
J. C. McAmis, Tenn.  
P. J. Nelson, Okla.

County Economic Analysis - Discussion . . . J. G. Oliver, Ga.  
Leaders J. F. Criswell, N. C.

Afternoon

Sessional Chairman . . . . . J. A. Evans, Extension Service

1:30 P.M. Developments in marketing in Southern  
States . . . . . J. A. Dickey, Extension Service

2:00 More Direct Marketing

- (a) Curb Marketing . . . . . Miss Mary Gordan, Miss.
- (b) Farm Auctions . . . . . H. A. Graham, Okla.  
E. D. White, Ark.
- (c) Roadside Markets . . . . . G. E. Prince, S. C.
- (d) Supplying Local Markets . . . C. G. Garner, Ga.

3:00 Effect of Changing Means of Transportation  
on Problems of Marketing D. E. Timmons, Fla.

3:30 Developments in Cooperative Purchasing  
and Marketing . . . . . J. W. Johansen, N. C.  
A. L. Jordan, Tenn.  
W. S. Brown, Ga.

4:15 General Summary of Developments in Marketing  
in the South . . . . . Director L. A. Olson.

SUGGESTED OUTLINE FOR COMMODITY COMMITTEE WORK

Before the Conference

1. Assemble information from the States relative to:
  - a. Returns from livestock and crop enterprises. Extent to which other enterprises may serve as alternatives for cotton in different areas.
  - b. Local production trends and conditions to supplement B. A. E. information.
  - c. Marketing plans and conditions, including spread between farm and central market prices.
  - d. Other information to supplement the B.A.E. report.
2. State chairman prepares a mimeographed report from this material for committee consideration (200 copies)

At the Conference

1. Discussions in committee meetings:
  - a. National outlook by bureau representatives.
  - b. Regional information.
  - c. Short-time and long-time adjustments to be made by farmers.
    1. Selection and combination of enterprises.
    2. Changes in farm practices, etc.
2. Presentation before entire conference.
  - a. Report of the bureau representative.
  - b. Committee report on adjustments.
  - c. General discussion.

Agricultural Credit . . . . . J. M. Gile, Ark., Chairman

J. Phil Campbell, Ga.

J. W. Johansen, N. C.

M. J. Voorhies, La.

A. L. Jerdan, Tenn.

G. W. Ray, Ala.

J. M. Patterson, Miss.

A. H. Ward, S. C.

Tobacco . . . . . C. A. Sheffield, N. C., Chairman

J. T. Lazar, S. C.

J. R. Hutcheson, Va.

J. C. McAmis, Tenn.

Cotton . . . . . D. W. Watkins, S. C., Chairman

E. C. Westbrook, Ga.

F. W. Spencer, La.

H. S. Nichols, Tenn.

C. W. D avis, La.

L. P. Gabbard, Tex.

P. J. Nelson, Okla.

W. T. Fullilove, Ga.

J. R. Fain, Ga.

Fruits . . . . . F. W. Brumley, Fla., Chairman

G. H. Firor, Ga.

J. H. Hackman, Ark.

E. P. Callahan, Tenn.

H. S. Moles, La.

J. F. Criswell, N. C.

T. A. Cole, S. C.

Truck Crops, including Irish and

Sweet Potatoes . . . . .

M. J. Voorhies, La., Chairman

E. D. White, Ark.

A. W. Jacob, Okla.

H. G. Clayton, Fla.

C. G. Garner, Ga.

A. L. Jerdan, Tenn.

H. N. Young, Va.

W. M. Babin, La.

Julian Brown, Ala.

G. E. Prince, S. C.

Hogs, Beef Cattle and Sheep . . . . .

E. H. Reed, Ark., Chairman

O. M. Clark, S. C.

J. G. Liddell, Ga.

F. W. Bennett, Ga.

J. H. McLeod, Tenn.

C. W. Davis, La.

H. C. Sanders, La.

F. N. Spencer, La.

J. R. Hawkins, S. C.

Dairy and Poultry . . . . .	Kenneth Treanor, Ga., Chairman H. A. Graham, Okla. H. C. Holmes, Tenn. D. E. Timmons, Fla. L. H. Marlatt, Ga. F. W. Fitch, Ga. R. J. Richardson, Ga. R. V. St. Dizier, La. C. S. Cushman, S. C.
Peanuts . . . . .	J. D. Moore, Ala., Chairman E. D. Alexander, Ga. W. J. Nuckolls, Va. M. S. Shaw, Miss.
Rice and Sugar . . . . .	R. V. St. Dizier, La., Chairman T. Roy Reid, Ark. L. P. Gabbard, Tex.
Farm Labor, Equipment and Fertilizer . . . .	W. C. Jensen, S. C., Chairman H. C. Holmes, Tenn. G. F. Johnson, Ga. M. L. Garner, Miss.
Outlook Extension Program . . . . .	L. A. Olsen, Miss., Chairman M. J. Voorhies, La. Kenneth Treanor, Ga. D. P. Trent, Okla. D. W. Watkins, S. C. O. B. Martin, Texas. J. R. Hutchenson, Va. T. Roy Reid, Ark. C. A. Sheffield, N. C. H. G. Clayton, Fla. H. S. Nichols, Tenn.
Outlook Research Program . . . . .	C. O. Brannen, Ark., Chairman G. W. Forster, N. C. W. C. Jensen, S. C. R. L. Thompson, La. H. N. Young, Va. J. C. McAmis, Tenn. P. J. Nelson, Okla.

